

Figure 1

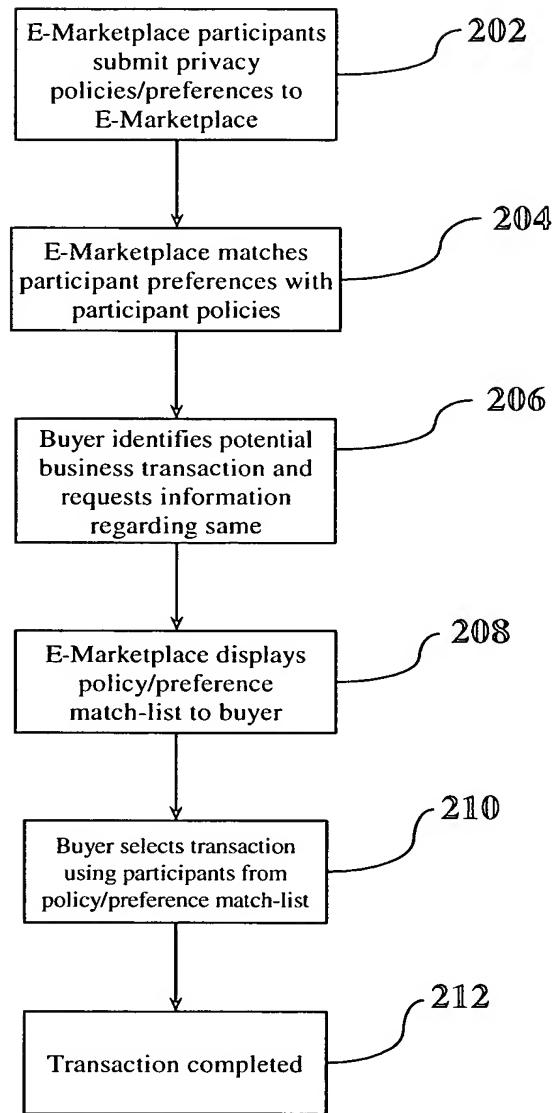


Figure 2

Program - Untitled 1

Menu

Untitled File 1

Buyer Privacy Preferences

Can E-Marketplace Participants Sell Your Email Address?

Yes
 No
 Don't Care

Can E-Marketplace Participants Send You Seller-Originated Advertising?

Yes
 No
 Don't Care

Can E-Marketplace Participants Share Your Demographic Data With Others?

Yes
 No
 Don't Care

Property 1	Property 2	Property 3	Value	Value
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Figure 3

Program - Untitled 1

Menu Menu Menu Menu Menu Menu

Untitled File 1

Seller 01 Privacy Policies

Will You Sell the Email Address
of E-Marketplace Participants?

Yes
 No

Will You Send Seller-Originated
Advertising to E-Marketplace
Participants?

Yes
 No

Will You Share Demographic Data of
E-Marketplace Participants
With Others?

Yes
 No

Property 1	Property 2	Property 3	Value	Value
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Figure 4

Program - Untitled 1

Menu

Untitled File 1

100%

1

Seller 02 Privacy Policies

Will You Sell the Email Address of E-Marketplace Participants?

Yes

No

Will You Send Seller-Originated Advertising to E-Marketplace Participants?

Yes

No

Will You Share Demographic Data of E-Marketplace Participants With Others?

Yes

No

Property 1	Property 2	Property 3	Value	Value
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Figure 5

SELLERS Meeting Buyer Preferences			
SELLER	Sell Email Address?	Send Seller-Originated Advertising?	Share Demographic Data With Others?
Seller 01	NO	YES	NO
Seller 04	NO	YES	NO
Seller 05	NO	NO	NO
Seller 09	NO	NO	NO
Seller 13	NO	YES	NO

Figure 6